Milwaukee School of Engineering
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WMSE Examines Its Future

On September 24, 1981, Mike Pikula resigned from the WMSE Radio Club. He quit, after nine years at the radio station, because of a trend that he had witnessed. The musical mood that Pikula saw developing was one toward excessive programming of progressive rock, which includes new wave, punk rock, and raggae music.

Bob Lemanczyk, better known as Stosh, was taken off the air by the Program Director, Wes Palmer. Pikula and Stosh stated that Palmer said that the station didn't want to hear anything that is heard on other commercial stations. Palmer reportedly said that the music Stosh played didn't fit WMSE's format. Pikula related a story of discovering a collection of new pop releases that came with other new releases, into the station on a Friday. He found the pop records in a desk drawer that Saturday, with a note on the records saying, "Don't air these."

It was incidents, such as these, that prompted Pikula's resignation from the radio station, and the airing of his last show, which featured rock-n-roll oldies from the 50's and 60's. Pikula's major concern is over the mounting evidence toward a set format. In the past WMSE has claimed to be the only unformatted station in Milwaukee. Pikula also mentioned that though the music WMSE plays is geared toward a college age audience, it is not being

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The sculpture "DeFeet" claimed first prize at the American Institute of Architects (AIA) sand sculpture contest. The competition was held at Bradford Beach.

MSOE Senior "Archie" Engineers "DeFeet" UW-M Architecture Students

by John Overfield

On October 2 the UW-M School of Architecture and the American Institute of Architects (AIA) sponsored a sand sculpture contest. The contest was held on Bradord Beach on the shore of Lake Michigan.

The competition started out Architectural Awareness Week, which was October 2-11. The competition was open to students, professionals, and the public. The only rules were that the sculptures be made from sand and water, and have no structural supports. The official time of the contest was between 1:00-7:00 PM.

The MSOE contestants were members of the Architectural Design class AT-401, a senior design course for ABCET students. The seniors showed their enthusiasm by arriving on that cold Friday morning as early as 7:30 AM. The seniors also showed their ingenuity by having a front-end loader on the beach. The loader made most of the MSOE's contestants' "pile" of sand.

As the morning wore on, the seniors busily worked on compacting, shaping, and sculpting the sand. By the time UW-M and the other contestants arrived, most of

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received by the average college student, but rather by a college age audience with no intention of going to college.

The only WMSE student spokesman available for comment was Joe Ryan, better known by his air name of Wolfman Joe. Ryan stated, "Right now, we are shooting toward a target audience. The Program Director has carefully selected people that he feels will more or less satisfy his description of the target audience that he is reaching toward." Asked if the word "format" fit in anywhere, Ryan remarked, "Yes it does. The format is really designated by the Program Director. Formally, we don't have a format."

When questioned whether the ideas and tastes of the Program Director are going to be felt over the air, Ryan replied, "Oh yes, definitely. It's basically a format, an unstructured format. The Program Director is basically responsible for choosing the entire format. He's responsible for what goes out over the air. Also, even though each individual DJ has the opportunity play free formatted music, the fact that the DJ's themselves are selected by the Program Director is somewhat of a format in itself. That's where the word "format" comes in." Ryan also said that Palmer replaced Stosh (a non-student) with a student DJ because Stosh didn't and wouldn't play at least two new cuts of music per hour, as required by the radio station.

Professor Tom Davis, Dean of Research and Projects and an advisor to the Radio Club expressed concern about the programming. Davis said, "I do believe that the programming is not, right now, the type of programming that our students enjoy. One of the objectives of the station, I think will be, in the future, to make it that way. We are also going to try to appeal to the community in general, and not to a very isolated group of people."

When asked about a trend toward a progressive rock format, Davis replied, "There has never been an intent on the part of the management at the radio station to dictate what is being played on the air. But there is a form that can take place by scheduling only those people who like to play certain types of music, and not scheduling other people. Unfortunately it happens, because some people do not have a particularly wide perception of the audience that they should be appealing to."

Davis also went on to say, "But there are things changing here, which will hopefully get rid of these problems."

Ryan stated, "The club officers and the entire station are bent on making a good image for MSOE, and if it is determined that what we are doing is not providing a good image for MSOE, then we are prepared to change the entire format."

Davis, Ryan, and Dean of Students Pat Coffey, who is the General Manager of WMSE, agree that time is what is needed to define the direction of the radio station. They stated that they are sensitive to the student body's viewpoint toward the music played by WMSE and it's trends. That could mean a turn toward a more scholastically and musically educating overall program. So, time will tell whether the change or lack or change forseen in programming, will affect the form at WMSE.

Walruses beached second place at the sand sculpture competition.

the MSOE contestants had recognizable sculptures.

Toward the late afternoon, it was evident that the MSOE contestants were unbeatable with their creative sculptures. The MSOE sculptures were:

Judging was later in the evening. The winners were all MSOE sculptures. First place went to the feet that "DeFeet"ed all other entries, designed by Steve Marthaler. Second place went to the family of walruses that made themselves at home on the beach, designed by Jeff Heller, and third place went to the shipwreck on the rocks, designed by John Heeter.

The highlight of the contest was all the spectators and contestants gathering around for the unveiling of the 12-foot lighthouse creation by Gary Skusek. Everyone wanted to see whether the 8-hour creation would stand. To everyone's expectations, the sculpture collapsed at the removal of the first plywood frame. It was a lot of hard work that finally ended up amusing the crowd after all.

Among the UW-M entries were a sculpture of a VW "Bug", an